



Be a Hero, Support a Hero Partnership Benefits

\$50,000

Four Star General/ Fleet Admiral LEVEL



Sponsored Company's Leader, Dave Coulter, County Executive, and company logo featured in *Be a Hero, Support a Hero* campaign including:

- Digital Billboard throughout Oakland County
- Print & Digital Newspaper Advertisements in Oakland Press, C&G, and Hometown papers
- Streaming Advertisements
- Radio Advertisements
- Campaign Website



Speaking opportunity at Veterans Day Event



Table opportunities at Veterans Resource Fairs and Food Distribution events.



Prominent logo placement on print and digital materials distributed to nearly 50,000 veterans in Oakland County

QUESTIONS? CONTACT:

Tyrone Jordan
JordanT@OakGov.com
(248) 285-8016



OAKLAND
thrive



Be a Hero, Support a Hero Partnership Benefits

\$25,000

Brigadier General/ Rear Admiral LEVEL



Sponsored Company's Logo featured in *Be a Hero, Support a Hero* campaign including:

- Print & Digital Newspaper Advertisements
- Streaming Advertisements
- Campaign Website



Table opportunities at Veterans Resource Fairs and Food Distribution events

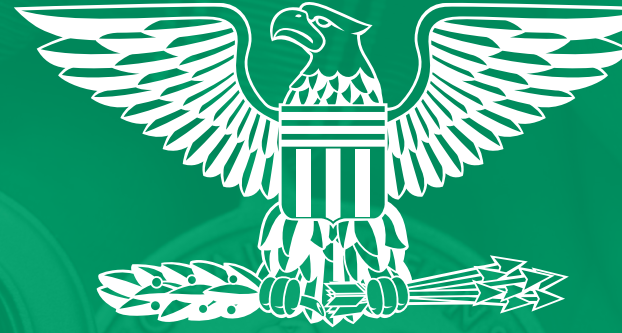


Logo placement on print and digital materials distributed to nearly 50,000 veterans in Oakland County

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Be a Hero, Support a Hero Partnership Benefits

\$10,000

Colonel/Captain LEVEL



Sponsored Company's name featured in *Be a Hero, Support a Hero* campaign including:

- Print & Digital Newspaper Advertisements
- Streaming Advertisements
- Campaign Website



Company name on print and digital materials distributed to nearly 50,000 veterans in Oakland County

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Be a Hero Support a Hero

RESOURCES/ENTREPRENEURIAL EDUCATION & SUPPORT

These Resource Fairs are key to connecting Veterans to their earned benefits.



7 resources fairs
held in 2024-2025



2,516 attendees



\$242,000 in Meijer
food cards given to
Veterans



2,500 food boxes
given to Veterans

TRANSPORTATION

These men and women have traveled to every corner of the world to protect our freedom now they have a chance to go any where in Oakland County for free. **This Rides On Us.**



Over **10,000** rides were provided in
one year to Veterans

Veterans used the program for rides to:

- Funerals
- The national cemetery
- Dialysis treatment
- Grocery shopping
- Senior centers
- Doctor appointments
- Visits with family and friends

FOOD

Veteran food insecurity involves multiple, intersecting factors. These include the transition to civilian life, financial struggles, limited access to resources, and spouse unemployment. Food insecurity among veterans means struggling to afford enough food for an active, healthy life.



5 food distribution
events held in 2024



2,009
received food